

|                          |   |                        |                      |
|--------------------------|---|------------------------|----------------------|
| SERFF Tracking Number:   | MUTM-128229601                            | State:                 | Arkansas             |
| Filing Company:          | Mutual of Omaha Insurance Company         | State Tracking Number: |                      |
| Company Tracking Number: | KELLY KRUMWIED                            |                        |                      |
| TOI:                     | LTC03I Individual Long Term Care          | Sub-TOI:               | LTC03I.001 Qualified |
| Product Name:            | Long Term Care Advertising - AFN40101-479 |                        |                      |
| Project Name/Number:     | Long Term Care Advertising /AFN40101-479  |                        |                      |

## Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-128229601 State: Arkansas  
AFN40101-479

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num:

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: KELLY KRUMWIED

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Donna Lambert

Author: Kelly Krumwied

Disposition Date: 04/04/2012

Date Submitted: 04/04/2012

Disposition Status: Filed

Implementation Date Requested:

Implementation Date: 04/04/2012

State Filing Description:

## General Information

Project Name: Long Term Care Advertising

Status of Filing in Domicile:

Project Number: AFN40101-479

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 04/04/2012

State Status Changed: 04/04/2012

Deemer Date:

Created By: Kelly Krumwied

Submitted By: Kelly Krumwied

Corresponding Filing Tracking Number:

Filing Description:

NAIC #: 261-71412

FEIN #: 47-0246511

Mutual of Omaha Insurance Company

Long-Term Care Advertising

Webpage: AFN40101-479

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

AFN40101-479 is a stand-alone webpage within which consumer testimonial video AFN44117 will appear. Please be

SERFF Tracking Number: MUTM-128229601 State: Arkansas  
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Product Name: Long Term Care Advertising - AFN40101-479  
Project Name/Number: Long Term Care Advertising /AFN40101-479

advised that AFN44177 was approved by your Department on October 10, 2011; please reference SERFF tracking number MUTM-127691132, state tracking number 49962.

Thank you for the review of this filing.

Sincerely,

Corporate Compliance and Ethics Division  
For Questions, please contact Carly Cole  
Phone: 402-351-2476; Fax: 402-351-5298  
E-mail: advfilings@mutualofomaha.com

kk

State Narrative:

## Company and Contact

### Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com  
Consultant

Mutual of Omaha 402-351-2476 [Phone]  
Mutual of Omaha Plaza 402-351-5298 [FAX]  
Omaha, NE 68175

### Filing Company Information

|                                   |                         |                                |
|-----------------------------------|-------------------------|--------------------------------|
| Mutual of Omaha Insurance Company | CoCode: 71412           | State of Domicile: Nebraska    |
| Mutual of Omaha Plaza             | Group Code: 261         | Company Type: Health Insurance |
| Omaha, NE 68175                   | Group Name:             | State ID Number:               |
| (402) 351-6910 ext. [Phone]       | FEIN Number: 47-0246511 |                                |

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation:

*SERFF Tracking Number:*     *MUTM-128229601*                      *State:*                      *Arkansas*  
*Filing Company:*             *Mutual of Omaha Insurance Company*             *State Tracking Number:*  
*Company Tracking Number:*     *KELLY KRUMWIED*  
*TOI:*                      *LTC03I Individual Long Term Care*             *Sub-TOI:*                      *LTC03I.001 Qualified*  
*Product Name:*             *Long Term Care Advertising - AFN40101-479*  
*Project Name/Number:*     *Long Term Care Advertising /AFN40101-479*  
*Per Company:*             *No*

| COMPANY                           | AMOUNT  | DATE PROCESSED | TRANSACTION # |
|-----------------------------------|---------|----------------|---------------|
| Mutual of Omaha Insurance Company | \$50.00 | 04/04/2012     | 57712957      |

|                                 |  |                               |                             |
|---------------------------------|--|-------------------------------|-----------------------------|
| <i>SERFF Tracking Number:</i>   | <i>MUTM-128229601</i>                            | <i>State:</i>                 | <i>Arkansas</i>             |
| <i>Filing Company:</i>          | <i>Mutual of Omaha Insurance Company</i>         | <i>State Tracking Number:</i> |                             |
| <i>Company Tracking Number:</i> | <i>KELLY KRUMWIED</i>                            |                               |                             |
| <i>TOI:</i>                     | <i>LTC03I Individual Long Term Care</i>          | <i>Sub-TOI:</i>               | <i>LTC03I.001 Qualified</i> |
| <i>Product Name:</i>            | <i>Long Term Care Advertising - AFN40101-479</i> |                               |                             |
| <i>Project Name/Number:</i>     | <i>Long Term Care Advertising /AFN40101-479</i>  |                               |                             |

## Correspondence Summary

### Dispositions

| <b>Status</b> | <b>Created By</b> | <b>Created On</b> | <b>Date Submitted</b> |
|---------------|-------------------|-------------------|-----------------------|
| Filed         | Donna Lambert     | 04/04/2012        | 04/04/2012            |

|                                 |  |                               |                             |
|---------------------------------|--|-------------------------------|-----------------------------|
| <i>SERFF Tracking Number:</i>   | <i>MUTM-128229601</i>                            | <i>State:</i>                 | <i>Arkansas</i>             |
| <i>Filing Company:</i>          | <i>Mutual of Omaha Insurance Company</i>         | <i>State Tracking Number:</i> |                             |
| <i>Company Tracking Number:</i> | <i>KELLY KRUMWIED</i>                            |                               |                             |
| <i>TOI:</i>                     | <i>LTC03I Individual Long Term Care</i>          | <i>Sub-TOI:</i>               | <i>LTC03I.001 Qualified</i> |
| <i>Product Name:</i>            | <i>Long Term Care Advertising - AFN40101-479</i> |                               |                             |
| <i>Project Name/Number:</i>     | <i>Long Term Care Advertising /AFN40101-479</i>  |                               |                             |

## **Disposition**

Disposition Date: 04/04/2012

Implementation Date: 04/04/2012

Status: Filed

Comment:

Rate data does NOT apply to filing.

|                          |   |                        |                      |
|--------------------------|---|------------------------|----------------------|
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| Schedule | Schedule Item | Schedule Item Status | Public Access |
|----------|---------------|----------------------|---------------|
| Form     | Webpage       | Filed                | Yes           |

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Company Tracking Number: KELLY KRUMWIED

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Product Name: Long Term Care Advertising - AFN40101-479

Project Name/Number: Long Term Care Advertising /AFN40101-479

## Form Schedule

Lead Form Number: AFN40101-479

| Schedule Item       | Form Number  | Form Type   | Form Name | Action  | Action Specific Data | Readability | Attachment       |
|---------------------|--------------|-------------|-----------|---------|----------------------|-------------|------------------|
| Filed<br>04/04/2012 | AFN40101-479 | Advertising | Webpage   | Initial |                      | 0.000       | AFN40101-479.pdf |

## Long-Term Care Insurance

Close X

### Mutual of Omaha Insurance Company One Customer's Story



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This is a solicitation of insurance. Long-term care insurance is underwritten by **Mutual of Omaha Insurance Company**, Mutual of Omaha Plaza, Omaha, NE 68175-0001. Policy forms LTC09M, LTC09M-AG (or state equivalent). In FL: LTC09M-FL, LTC09M-AG-FL, In ID: LTC09M-ID, LTC09M-AG-ID, in NC: LTC09M-NC, LTC09M-AG-NC, In NY: LTC09M-NY, LTC09M-AG-NY, In OK: LTC09M-OK, LTC09M-AG-OK, In OR: LTC09M-OR, LTC09M-AG-OR, In PA: LTC09M-PA, LTC09M-AG-PA, In TX: LTC09M-TX, LTC09M-AG-TX, In WA: LTC09M-WA, LTC09M-AG-WA. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent<sup>1</sup> or write to the company. You may be contacted by telephone by an insurance agent<sup>1</sup>.

<sup>1</sup>Washington Residents: the term "agent" is considered "producer" in your state.

AFN40101-479